

**What is claimed is:**

1. An adhesive tape having a backing and a cohesive adhesive composition, wherein the adhesive composition is a styrene-butadiene dispersion having a butadiene content of more than 55% in a blend with natural rubber latex and has been coated onto the backing and then dried.
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2. The adhesive tape as claimed in claim 1, wherein the natural rubber latex may be either of the low ammonia or of the high ammonia type.
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3. The adhesive tape as claimed in claim 1, wherein mixtures of different styrene-butadiene types and natural rubber latex types may also be used.
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4. The adhesive tape as claimed in claim 1, wherein the adhesive composition is chemically crosslinkable by means of added customary crosslinkers (e.g., aluminum chelate or titanium chelate, further metal complexes, isocyanates, epoxy, etc.).
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5. The adhesive tape as claimed in claim 1, wherein the adhesive composition is physically crosslinkable, in particular by means, for example, of EBC.
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6. The adhesive tape as claimed in claim 1, wherein the aging stability may be improved by adding aging inhibitors and UV stabilizers.
7. The adhesive tape as claimed in claim 1, wherein the backing is a polyolefin, polyester, PVC or paper.
8. The adhesive tape as claimed in claim 1, wherein the application rate of the adhesive composition is 10-120 g/m<sup>2</sup>.

9. The adhesive tape as claimed in claim 1, wherein to improve the anchoring of the composition the backing is physically surface treated or is pretreated with a primer.

5 10. The adhesive tape as claimed in claim 1, wherein the styrene-butadiene dispersion is of the type of a carboxylated styrene-butadiene dispersion.

10 11. The adhesive tape as claimed in claim 1, wherein the fraction of natural rubber latex is in the range 5–80%, in particular 20–50%, based on the total solids content.

12. The use of the adhesive tape with a cohesive adhesive composition as claimed in any of claims 1–10 for, for example, reversible applications.

15 13. The use of adhesive compositions free from tackifier resin to increase the cohesion in an adhesive tape as claimed in any of claims 1–10.